

Automotive Engineers day; Tuesday.
Army Motor Transport Day; Wednesday.
Merchants and Dealers Day; Thursday.
Motor Truck Clubs and Associations Day; Friday.
Rural Motor Express Day; Saturday.
Closing Day.

During the Motor Truck Exposition, there will be various meetings and "get-togethers" whereby an exchange of information and ideas on motor haulage and transportation problems will take place. This efficient development of highway transportation through the motor truck parcels post service, the return load business, intercity delivery, rural express and other methods of motor transportation necessitates the utilization of highways throughout the year and is a big factor in boosting the construction and maintenance of good roads throughout the country.

The building of these roads, which millions of users of passenger cars enjoy, involves the expenditure of something like \$1,000,000,000 annually, so that automobilists generally benefit materially through the efforts of the motor truck interests.

One of the important events of the week in connection with the Motor Truck Exposition will take place next Wednesday in the Automobile Club of America, when the dinner and transportation of the Society of Automotive Engineers is held. The Metropolitan section is cooperating in this event.

WHY YOU SHOULD 'SHIP BY TRUCK'

H. S. Firestone Explains Advantages of This Method for Short Hauls.

By HARVEY S. FIRESTONE, President Firestone Tire & Rubber Co.

When the motor truck came into being a few years ago few people apprehended that truck traffic was going to be a very considerable factor in the transport of the future. No one thought that the railroad could be superseded for freight hauling; least of all did the railroads and express companies.

Some time later the idea entered the minds of some of them; it also entered the minds of numerous truck owners. Still none of them realized the possibilities. The truck owner did not think for a moment that he, with his trucks, could compete with the express companies and the railroad companies. It was generally considered that they had the monopoly on freight and express handling.

War Changed Outlook.

The war changed all that. When Verdun was saved, when the defense of the great Somme valley was accomplished, when the Chateau Thierry victory was achieved, each one made possible by the victory of the motor truck over German railroads, the motor truck was put on the map to stay.

In this country the railroads were simply flooded with traffic they could not begin to handle the volume. They were submerged. Moreover, they discovered that their short hauls were unprofitable; that the cost of traffic they could handle at a profit was the long distance haul. On the other hand, the truck owner, driven to it by circumstances beyond his control, was able to carry both freight and express consignments by truck. He was surprised to find that he could do it at a profit, and that he could run his trucks on schedule time tables.

At first, of course, the truck owner expected great hostility on the part of the railroads. Possibly there was some such feeling for a while, but the truck owner presently became aware that the railroads, instead of objecting to truck traffic, were beginning to welcome it as a customer. Learn from him what the delays are met with in the rehandling of such a shipment. Look into the complications of transfer and redistribution of both road collection, freight houses and junction points. The ordinary freight shipment undergoes from six to eight handlings. The consequence is seen in delay, damage and labor expense.

Short Hauls Costly to Roads.

A study made by Mr. McAdoo's administration experts has shown that it rarely, if ever, pays the railroads to handle short hauls. During the war, by cooperation and mutual consent, we have transferred much of this short haul traffic to the highways. As a result, freight can, within reasonable limits, be shipped from the door of the shipper to the door of the receiver more cheaply than any railroad can carry it. As a consequence, too, the railroads will hardly build more feeder lines. In fact, the State of Kansas has about decided not to build any more interurban traction lines. The analysis made by the Railroad Administration proves that most of these feeder lines never have paid and were all the while economically unsound. The feeder lines of the future will largely be highway transport vehicles, gasoline driven, running over improved roads from the producing vendors to the shipping points of the railroads, and inland waterways, thus developing the country on a broader scale and finally tying up every producing center with an ultimate outlet.

The advantage of motor truck transport has to do with the rehandling of goods. The cost of rehandling is becoming one of the great problems of all transportation experts. Rehandling involves more labor, possible damage to goods, warehousing and delay. Within its sphere highway transport eliminates these exceptional factors and lends its value to the general scheme of transportation.

The policy of shipping by truck has much to recommend it. For instance, when a shipment is entrusted to one of the several thousand truck transportation companies in this country there is ample assurance of punctual delivery. These companies dispatch their trucks on regular schedule over carefully planned routes.

Less Handling Necessitated.

In addition to prompt shipment they offer you extra precaution and special care in the handling of your goods. On these trips loads are handled only two, or at most three times. The truck backs up to the shipping platform, the consignment is loaded, the truck starts off, and on schedule time arrives at its destination. On the arrival of the truck goes directly to the receiving platform of the consignee and is there unloaded. Breakage, as a rule, is in direct ratio to the number of times one's goods are handled, thus breaking is reduced to a minimum. By way of contrast, ask your traffic man to outline to you the course of an ordinary shipment from your plant to a customer. Learn from him what delays are met with in the rehandling of such a shipment. Look into the complications of transfer and redistribution of both road collection, freight houses and junction points. The ordinary freight shipment undergoes from six to eight handlings. The consequence is seen in delay, damage and labor expense.

Compete With Railroads.

The question is frequently asked by those interested in the possibilities of the motor truck for freight and express service, "Can motor trucks successfully and profitably compete with the common carriers of the railroads?" The answer is they do and can. The field affords wonderful possibilities for the individual or a group of men if they possess the knowledge of transportation or make use of a transportation engineer or expert.

Scattered throughout the country are thousands of places where a motor truck service would prove a profitable investment, particularly in those sections poorly served by the railroads. The opportunity never was better than at the present time, when every indication points to increased rates by the common carriers.

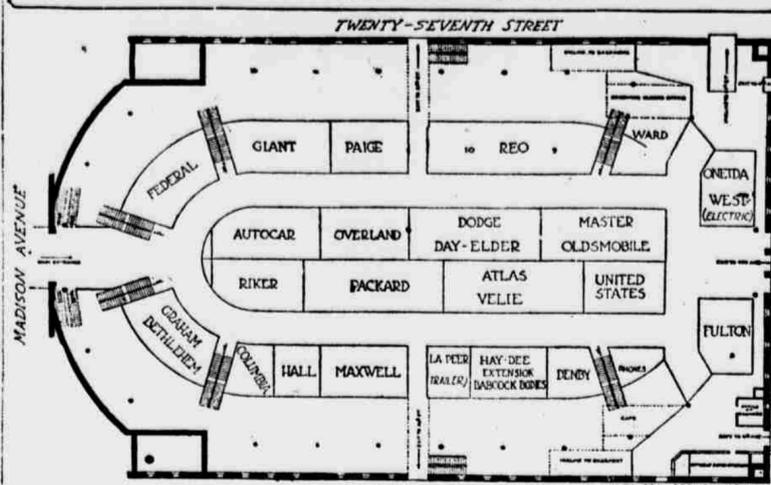
As to whether the truck can compete with the common carriers as to prices, the answer is found by the rates of organized motor trucking companies. Among the several instances noted is a concern in Massachusetts that has for the last fifty years operated an express freight service, using a large number of freight cars daily and over a hundred horses.

Today this company is operating a fleet of motor trucks and not only has it eliminated the railroad but is hauling 16 cents the 100 pounds cheaper than the railroad and making money.

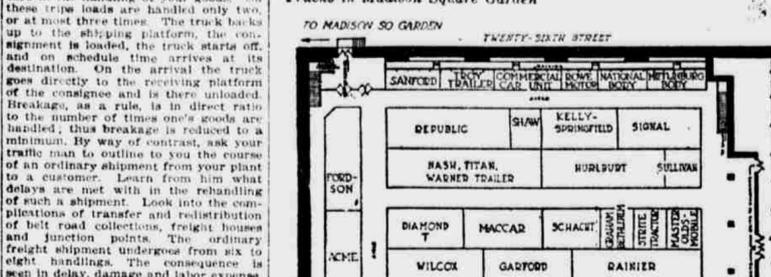
United States Lags in Highway Work.

Some idea of the immense effort which must be made to catch up with European nations in highway building may be gathered from the fact that when the motor entered the war in 1914, Europe had 15,000 miles of hard surface roads. The United States had only 1,000 miles. The present road mileage in the United States is 10,000 miles, of which but 10 percent is improved and 1 percent is constructed for heavy traffic.

Where Trucks Will Be at Big Show Here



Trucks in Madison Square Garden



Trucks in 69th Regiment Armory

PACKARD TRUCK CONTEST NOW ON

Viewed as Means Toward Improvement in Operating Efficiency.

How can constant improvement in truck operating efficiency be attained? The Packard Company in its new truck operating test which began on February 1, believes it has solved this question. It has made provision for a brief monthly report from each truck owner to be submitted to the factory. There it will be gone over by truck transportation experts, studied for improvement and remedial suggestions sent owner and driver.

For instance, should the owner's report show that a truck is consuming too much gasoline, the factory will call that to his attention along with some of the reasons why such a condition exists. These are many—allowing the motor to run while the truck is standing still for a long time; lack of regular mechanical

inspection, which often reveals numerous causes for excessive gasoline consumption. Cylinder oil consumption also will come in for scrutiny.

Among the other important factors of truck operation included in the monthly report will be number of days operated, round trips, pick up and delivery stops, total load units in and out, miles traveled, wasted hours, loading and unloading hours, running hours including stop hours taken out for repairs, trailer data. From the averages of the foregoing and the total cost of operation will be determined cost per day operation, cost per mile, cost per unit of load and cost per unit mile.

The assembly of these figures at the end of each month is a matter of only a few minutes and is already facilitated among thousands of truck owners who want the exact figures on how much



Attend the Truck Show

The Motor Truck is a vital part of business. Delivery of goods must be made before any sales transaction is completed. No method of delivery which is wasteful and slow can now-a-days satisfy the customer. Rush orders for every kind of commodity will be the rule for some time to come. The Motor Truck is here to stay—it is a part of business—it enters into every trade transaction—it constitutes a part of the cycle of sale—Everyone today uses Motor Trucks directly or indirectly. Therefore you owe it to yourself to see the exhibition of various makes of motor trucks including the Federal line at

Madison Square Garden and 69th Regiment Armory

REPUBLIC TRUCKS AGAIN PLENTIFUL

Huge Factories Turn From Military Work to Peace Production.

By F. W. RUGGLES, President Republic Motor Truck Co., Inc., Alma, Mich.

Republic, I believe, was one of the first manufacturers of motor trucks to offer its facilities to the Government, and ever since the breaking of diplomatic relations with Germany throughout the war we have supplied many standard Republic war trucks for service here and overseas. Our military truck plant is one of the most completely equipped and efficient shops of its kind in America.

The problem of turning our factories to the manufacture of peace products is not nearly so serious as that which confronted us in converting them from a peace to a war basis. Our continuous production of Republic trucks throughout the war, on a greatly restricted scale of course, and the fact that our work for the Government was practically confined to the production of standard trucks enabled us to make the post-war transition with little or no change in our manufacturing facilities.

U. S. Orders Nearly Completed.

The elimination of Government work from plant 1, an important unit of the Republic factories, has permitted that plant to resume work exclusively on trucks for commercial use. This big consignment of standard three and a half ton Republic war trucks left our factories just before the beginning of the new year.

There are still a number of Republic trucks being built under Government specifications at our military plant. These should be completed and ready for delivery the middle of next month. This will clear our decks entirely and enable us to put through our extensive production plans without interruption.

When the history of the motor truck industry is written the year just passed will probably be pointed out as the year in which the motor truck came into its own.

No one industry was more in the public eye during 1918 or the year previous than the motor truck industry. Given its big opportunity by the world war and the consequent necessity for bettering transportation facilities, the motor truck immediately made good. And now even the most sceptical will readily concede that the field of motor truck traf-

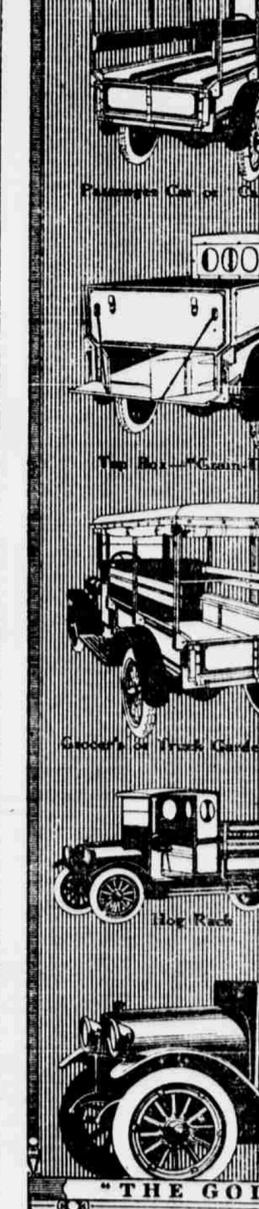
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work their trucks do and how much that work costs. The performances of all trucks entered in the test are recorded on the forms of the National Standard Truck Cost System, as adopted by the Truck Owners conference.

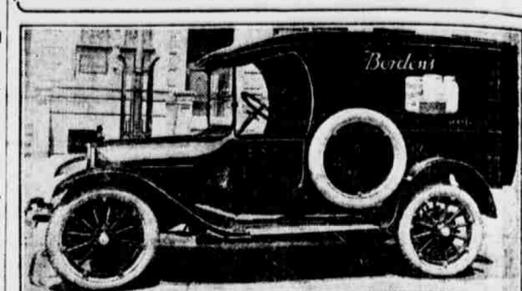
MOTOR CAR VITAL IN WAR.

Velle Man Points Out Its Service to Allied Armies.

"The enormous tasks handled so efficiently by our Government in the war just ended have been aided wonderfully by the automobile industry," said H. T. Wheelock of the Velle Motor Corporation. "In fact, it is an open question whether or not the final success of the Allies cannot be traced to the experience and ingenuity of the automobile engineer."



The Efficient Dodge Business Car



Dodge Bros. built their cars soundly and supply with the purpose of giving maximum service at a minimum of operating cost. As the days go on it becomes more and more difficult to find a business requiring light delivery at all which is not making profitable use of these unusually economical cars.

Many individuals and corporations say the Dodge Bros. business cars which they have in daily service are proving to be long time, steady paying investments. The above photograph shows a business car which was purchased from the Colt-Stratton Company by the Condensed Milk Company, both of New York.

Needs Biggest Year Coming.

And now, taking all things into consideration, I believe that the year ahead of us will be far the biggest year we have ever known. Our survey of the commercial car business in the leading centers of the country recently brought out the fact that Republic dealers throughout the country anticipate an increasing demand for trucks of all sizes or capacities and that their business is going to depend almost entirely upon our ability to turn out as many Republic trucks as possible.

The war has served to demonstrate as would be possible in no other way that the motor truck is absolutely a necessity to business and that for short hauls it is more valuable than the railroads. As an essential vehicle of commerce the motor truck has come into the foreground and will continue to be pressed into the business of America with increasing insistence until every highway from the Atlantic to the Pacific will be traversed with this willing and capable bearer of burdens.

The motor truck industry has emerged from its baptism of fire as a powerful economic factor in the life of the nation. It has grown out of its swaddling clothes into the full vigor of youth and strength, and I unhesitatingly predict that it will soon become one of the biggest of all American industries.

KLAXON SERVICE

New York Branch
 239-241 W. 56th St.
 Phone Circle 3526

United Motors Service
 Incorporated

SERVICE DEPARTMENT
 of the
KLAXON CO.
 NEWARK, N.J.

Here's a Genuine Novelty In the Motor Truck Show

Novelties are rare in a Motor Truck Show—it is a pretty serious business and one naturally expects to see coldly practical things mostly.

But this week there is a real novelty on exhibition and something wonderfully practical at the same time.

You will find it in the Reo booth—the Reo "Speed Wagon" equipped with the new Reo convertible all-purpose body.

This body evidently fills a great need and covers a broad field if we are to judge by the tremendous interest it has created wherever shown.

Space does not permit even a brief description here and anyway, you will have to see it to appreciate its many points of superiority and its great adaptability.

So many are the possible modifications of this body, the chances are about ninety-five in one hundred that it will exactly fit your own special needs.

"See the Reos at Madison Square Garden and you've seen the show."

Reo Motor Car Co. of New York, Inc.
 Broadway at 54th Street Phone Circle 1271

Brooklyn: 1380 Bedford Ave.
 New Rochelle: Main St.
 Bronx: Bowman & Meyers, 352 East 149th St.

Factory—Lansing, Michigan

Price—Chassis equipped with hot Express body (shown below) \$1350 f. o. b. factory, plus special Federal Tax.

This is Your Book

This is the story of your business. One chapter deals with your haulage. What sort of a story does it tell? Have your haulage costs been decreasing or increasing? If your haulage costs are mounting higher, then there is something wrong with your methods. For it is a fact that even in spite of higher labor and fuel costs, the haulage costs of hundreds of concerns are coming down steadily.

Improved motor truck construction is responsible for this—greater durability, greater economy—more effective handling of materials.

Clydesdale Motor Trucks are making a steady reduction in haulage expense for scores of hauling concerns in this territory.

They reduce haulage costs in two ways. First, every part and feature is built as much stronger and more durable than the average truck of similar rating, that they operate on a low cost per ton mile surprising even to old, experienced truck operators.

Arlington Motors Corporation
 336-342 Avenue B, Corner 20th Street
 Telephone 3-1234
 See Our Exhibit, 69th Regiment Armory, Booths 71-72-73.

CLYDESDALE MOTOR TRUCKS.